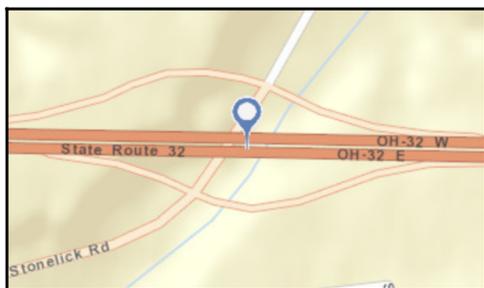
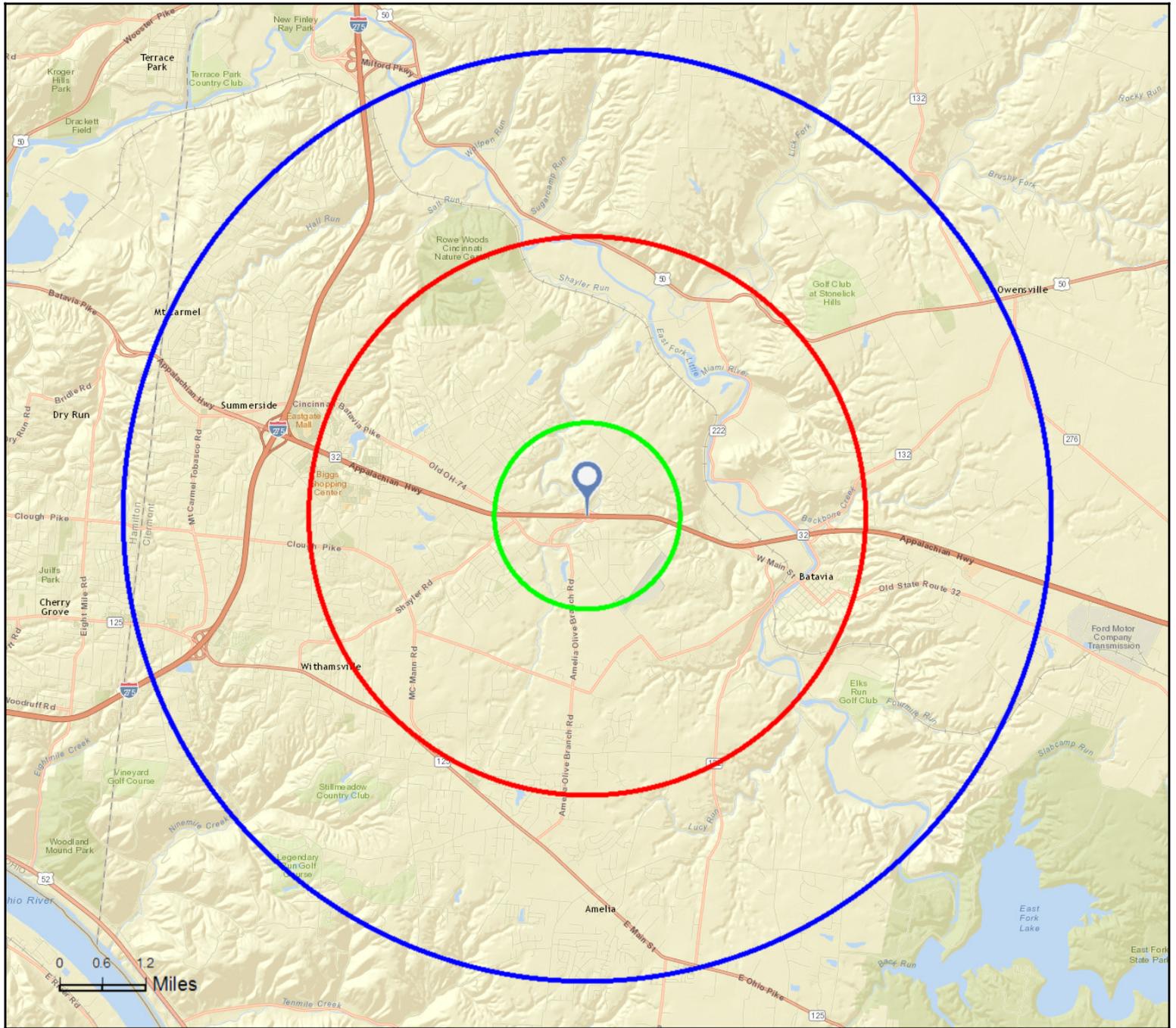


Site Map

SR 32/Olive Branch-Stonelick
 STH 32, Batavia, OH, 45103
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.08851
 Longitude: -84.22155



Market Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.08851
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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	2,269	24,141	64,745
2010 Total Population	2,897	28,558	74,702
2016 Total Population	3,471	31,081	79,016
2016 Group Quarters	205	595	760
2021 Total Population	3,679	32,812	82,404
2016-2021 Annual Rate	1.17%	1.09%	0.84%
Household Summary			
2000 Households	776	8,952	25,012
2000 Average Household Size	2.72	2.63	2.56
2010 Households	1,064	10,844	29,223
2010 Average Household Size	2.58	2.58	2.53
2016 Households	1,295	11,940	31,050
2016 Average Household Size	2.52	2.55	2.52
2021 Households	1,388	12,681	32,464
2021 Average Household Size	2.50	2.54	2.51
2016-2021 Annual Rate	1.40%	1.21%	0.89%
2010 Families	792	7,526	20,072
2010 Average Family Size	2.96	3.06	3.02
2016 Families	960	8,121	21,017
2016 Average Family Size	2.90	3.05	3.03
2021 Families	1,024	8,533	21,814
2021 Average Family Size	2.88	3.05	3.03
2016-2021 Annual Rate	1.30%	0.99%	0.75%
Housing Unit Summary			
2000 Housing Units	835	9,349	26,237
Owner Occupied Housing Units	58.2%	61.9%	62.3%
Renter Occupied Housing Units	34.7%	33.8%	33.0%
Vacant Housing Units	7.1%	4.2%	4.7%
2010 Housing Units	1,168	11,670	31,423
Owner Occupied Housing Units	62.6%	61.0%	62.7%
Renter Occupied Housing Units	28.5%	31.9%	30.3%
Vacant Housing Units	8.9%	7.1%	7.0%
2016 Housing Units	1,409	12,712	33,315
Owner Occupied Housing Units	63.7%	58.2%	59.9%
Renter Occupied Housing Units	28.2%	35.7%	33.3%
Vacant Housing Units	8.1%	6.1%	6.8%
2021 Housing Units	1,516	13,485	34,915
Owner Occupied Housing Units	63.5%	57.5%	59.5%
Renter Occupied Housing Units	28.0%	36.5%	33.5%
Vacant Housing Units	8.4%	6.0%	7.0%
Median Household Income			
2016	\$69,808	\$58,646	\$60,534
2021	\$83,142	\$67,619	\$69,598
Median Home Value			
2016	\$234,375	\$179,255	\$171,092
2021	\$244,539	\$206,656	\$199,081
Per Capita Income			
2016	\$32,702	\$29,522	\$30,505
2021	\$36,663	\$32,703	\$33,776
Median Age			
2010	34.8	35.0	36.3
2016	36.1	35.4	37.0
2021	36.3	35.8	37.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Market Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.08851
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	1 mile	3 miles	5 miles
2016 Households by Income			
Household Income Base	1,295	11,940	31,050
<\$15,000	12.7%	9.3%	8.3%
\$15,000 - \$24,999	6.3%	8.6%	8.9%
\$25,000 - \$34,999	6.4%	9.4%	10.1%
\$35,000 - \$49,999	11.8%	14.3%	12.1%
\$50,000 - \$74,999	15.2%	18.9%	20.3%
\$75,000 - \$99,999	12.9%	13.4%	14.0%
\$100,000 - \$149,999	18.5%	16.8%	16.4%
\$150,000 - \$199,999	9.5%	5.3%	5.9%
\$200,000+	6.8%	3.9%	4.0%
Average Household Income	\$89,289	\$75,359	\$77,127
2021 Households by Income			
Household Income Base	1,388	12,681	32,464
<\$15,000	11.7%	9.0%	7.8%
\$15,000 - \$24,999	5.5%	7.9%	8.0%
\$25,000 - \$34,999	6.1%	9.1%	9.5%
\$35,000 - \$49,999	7.5%	9.1%	7.1%
\$50,000 - \$74,999	14.2%	19.2%	20.8%
\$75,000 - \$99,999	12.6%	14.7%	15.9%
\$100,000 - \$149,999	23.3%	20.5%	19.5%
\$150,000 - \$199,999	11.5%	6.4%	6.9%
\$200,000+	7.5%	4.1%	4.3%
Average Household Income	\$100,144	\$83,134	\$85,256
2016 Owner Occupied Housing Units by Value			
Total	897	7,392	19,940
<\$50,000	1.1%	2.8%	3.7%
\$50,000 - \$99,999	5.2%	11.3%	11.6%
\$100,000 - \$149,999	11.7%	23.2%	25.7%
\$150,000 - \$199,999	15.9%	21.8%	21.2%
\$200,000 - \$249,999	23.2%	18.7%	14.6%
\$250,000 - \$299,999	10.6%	9.0%	8.8%
\$300,000 - \$399,999	20.2%	9.6%	9.5%
\$400,000 - \$499,999	6.5%	2.3%	2.7%
\$500,000 - \$749,999	3.5%	0.9%	1.5%
\$750,000 - \$999,999	1.2%	0.3%	0.4%
\$1,000,000 +	0.8%	0.2%	0.2%
Average Home Value	\$270,145	\$197,017	\$196,462
2021 Owner Occupied Housing Units by Value			
Total	963	7,750	20,764
<\$50,000	0.4%	1.4%	1.9%
\$50,000 - \$99,999	2.1%	5.4%	6.0%
\$100,000 - \$149,999	5.1%	13.4%	15.8%
\$150,000 - \$199,999	15.4%	26.3%	26.9%
\$200,000 - \$249,999	30.4%	26.0%	21.0%
\$250,000 - \$299,999	14.1%	12.7%	12.5%
\$300,000 - \$399,999	20.2%	10.6%	10.6%
\$400,000 - \$499,999	6.7%	2.7%	3.1%
\$500,000 - \$749,999	3.6%	1.0%	1.8%
\$750,000 - \$999,999	1.5%	0.3%	0.5%
\$1,000,000 +	0.5%	0.1%	0.1%
Average Home Value	\$285,088	\$220,496	\$220,909

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Market Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.08851
Longitude: -84.22155

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	2,897	28,558	74,702
0 - 4	9.1%	8.0%	7.6%
5 - 9	7.9%	7.3%	7.1%
10 - 14	6.6%	6.6%	6.5%
15 - 24	12.7%	13.9%	12.9%
25 - 34	14.1%	14.3%	14.2%
35 - 44	13.7%	14.2%	13.9%
45 - 54	14.5%	15.0%	15.1%
55 - 64	11.6%	11.0%	12.0%
65 - 74	5.8%	5.7%	6.3%
75 - 84	3.1%	3.0%	3.3%
85 +	1.0%	1.1%	1.1%
18 +	73.0%	74.3%	75.0%
2016 Population by Age			
Total	3,469	31,080	79,015
0 - 4	8.0%	7.4%	7.0%
5 - 9	7.7%	7.3%	7.0%
10 - 14	6.5%	6.5%	6.6%
15 - 24	11.9%	12.5%	12.1%
25 - 34	14.5%	15.7%	14.4%
35 - 44	12.6%	13.2%	13.2%
45 - 54	13.5%	13.5%	13.5%
55 - 64	13.2%	12.2%	12.9%
65 - 74	7.5%	7.2%	8.2%
75 - 84	3.5%	3.2%	3.5%
85 +	1.1%	1.2%	1.3%
18 +	74.5%	75.3%	75.8%
2021 Population by Age			
Total	3,679	32,811	82,403
0 - 4	7.8%	7.3%	6.9%
5 - 9	7.1%	6.9%	6.7%
10 - 14	7.1%	7.0%	6.8%
15 - 24	12.0%	12.1%	11.8%
25 - 34	14.2%	15.6%	14.2%
35 - 44	12.5%	13.4%	13.4%
45 - 54	12.3%	12.2%	12.3%
55 - 64	13.1%	12.2%	12.6%
65 - 74	8.5%	8.3%	9.5%
75 - 84	4.1%	3.8%	4.3%
85 +	1.1%	1.3%	1.4%
18 +	74.4%	75.3%	76.0%
2010 Population by Sex			
Males	1,410	13,988	36,539
Females	1,487	14,570	38,163
2016 Population by Sex			
Males	1,709	15,225	38,635
Females	1,761	15,856	40,381
2021 Population by Sex			
Males	1,815	16,052	40,269
Females	1,865	16,761	42,134

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

SR 32/Olive Branch-Stonelick
 STHY 32, Batavia, OH, 45103
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.08851
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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	2,899	28,556	74,703
White Alone	94.2%	94.3%	94.9%
Black Alone	2.0%	1.8%	1.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.3%	1.5%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.4%	0.5%
Two or More Races	2.1%	1.7%	1.5%
Hispanic Origin	1.3%	1.5%	1.7%
Diversity Index	13.4	13.6	12.7
2016 Population by Race/Ethnicity			
Total	3,472	31,080	79,016
White Alone	93.0%	92.7%	93.6%
Black Alone	2.6%	2.5%	2.0%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	1.6%	1.9%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.5%	0.7%
Two or More Races	2.3%	2.1%	1.9%
Hispanic Origin	1.6%	2.0%	2.2%
Diversity Index	16.2	17.3	16.1
2021 Population by Race/Ethnicity			
Total	3,680	32,812	82,404
White Alone	91.7%	91.3%	92.3%
Black Alone	3.2%	3.0%	2.4%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	2.0%	2.3%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.6%	0.8%
Two or More Races	2.7%	2.5%	2.2%
Hispanic Origin	2.0%	2.5%	2.7%
Diversity Index	19.1	20.6	19.2
2010 Population by Relationship and Household Type			
Total	2,897	28,558	74,702
In Households	94.7%	98.0%	99.0%
In Family Households	83.1%	83.0%	83.5%
Householder	26.7%	26.5%	26.9%
Spouse	19.6%	19.8%	20.4%
Child	32.6%	32.1%	31.6%
Other relative	2.1%	2.3%	2.4%
Nonrelative	2.2%	2.3%	2.2%
In Nonfamily Households	11.6%	15.0%	15.5%
In Group Quarters	5.3%	2.0%	1.0%
Institutionalized Population	4.5%	1.5%	0.8%
Noninstitutionalized Population	0.8%	0.5%	0.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Market Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.08851
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	1 mile	3 miles	5 miles
2016 Population 25+ by Educational Attainment			
Total	2,288	20,568	53,069
Less than 9th Grade	2.8%	2.8%	2.2%
9th - 12th Grade, No Diploma	8.3%	5.9%	6.0%
High School Graduate	31.4%	29.6%	27.6%
GED/Alternative Credential	4.5%	4.8%	4.3%
Some College, No Degree	16.0%	18.6%	20.1%
Associate Degree	8.9%	10.2%	10.7%
Bachelor's Degree	16.7%	19.1%	19.6%
Graduate/Professional Degree	11.5%	8.9%	9.5%
2016 Population 15+ by Marital Status			
Total	2,699	24,454	62,651
Never Married	29.3%	30.2%	29.0%
Married	54.8%	54.0%	54.0%
Widowed	4.4%	4.9%	4.7%
Divorced	11.5%	10.9%	12.3%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	96.2%	96.3%	96.5%
Civilian Unemployed	3.8%	3.7%	3.5%
2016 Employed Population 16+ by Industry			
Total	1,607	16,086	40,787
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	5.9%	5.6%	5.4%
Manufacturing	13.7%	12.7%	12.7%
Wholesale Trade	3.5%	2.8%	2.7%
Retail Trade	11.1%	13.6%	12.9%
Transportation/Utilities	6.2%	5.5%	4.7%
Information	2.6%	2.0%	1.6%
Finance/Insurance/Real Estate	6.6%	9.1%	9.4%
Services	46.8%	45.7%	47.7%
Public Administration	3.4%	2.9%	2.8%
2016 Employed Population 16+ by Occupation			
Total	1,609	16,087	40,789
White Collar	63.7%	62.2%	63.9%
Management/Business/Financial	13.4%	13.7%	15.3%
Professional	23.2%	21.0%	22.2%
Sales	9.2%	10.9%	10.7%
Administrative Support	17.8%	16.5%	15.7%
Services	17.2%	15.8%	15.9%
Blue Collar	19.3%	22.0%	20.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	4.1%	4.1%	4.0%
Installation/Maintenance/Repair	3.5%	4.9%	4.5%
Production	6.6%	7.5%	6.2%
Transportation/Material Moving	5.0%	5.5%	5.4%
2010 Population By Urban/ Rural Status			
Total Population	2,897	28,558	74,702
Population Inside Urbanized Area	89.3%	96.0%	95.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	10.7%	4.0%	4.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Market Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Rings: 1, 3, 5 mile radii

Prepared by Esri
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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	1,064	10,844	29,222
Households with 1 Person	20.7%	23.6%	24.6%
Households with 2+ People	79.3%	76.4%	75.4%
Family Households	74.4%	69.4%	68.7%
Husband-wife Families	54.8%	51.9%	52.1%
With Related Children	24.1%	24.1%	23.6%
Other Family (No Spouse Present)	19.6%	17.5%	16.6%
Other Family with Male Householder	4.2%	4.7%	4.9%
With Related Children	3.0%	3.1%	3.1%
Other Family with Female Householder	15.4%	12.8%	11.7%
With Related Children	11.8%	8.8%	7.7%
Nonfamily Households	4.9%	7.0%	6.7%
All Households with Children	39.5%	36.7%	35.0%
Multigenerational Households	3.1%	3.3%	3.2%
Unmarried Partner Households	7.2%	8.5%	8.1%
Male-female	6.9%	8.0%	7.5%
Same-sex	0.4%	0.5%	0.6%
2010 Households by Size			
Total	1,064	10,845	29,223
1 Person Household	20.7%	23.6%	24.6%
2 Person Household	35.7%	34.6%	34.7%
3 Person Household	18.9%	17.8%	17.3%
4 Person Household	15.1%	14.8%	14.3%
5 Person Household	6.5%	6.2%	5.9%
6 Person Household	2.0%	2.0%	2.1%
7 + Person Household	1.1%	1.1%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	1,064	10,844	29,223
Owner Occupied	68.7%	65.7%	67.5%
Owned with a Mortgage/Loan	55.2%	54.0%	54.9%
Owned Free and Clear	13.5%	11.6%	12.6%
Renter Occupied	31.3%	34.3%	32.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,168	11,670	31,423
Housing Units Inside Urbanized Area	86.0%	96.0%	95.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	14.0%	4.0%	4.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Market Profile

SR 32/Olive Branch-Stonelick
 STHY 32, Batavia, OH, 45103
 Rings: 1, 3, 5 mile radii

Prepared by Esri
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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
	1. Savvy Suburbanites (1D)	Soccer Moms (4A)	Old and Newcomers (8F)
	2. Bright Young Professionals	Bright Young Professionals	Bright Young Professionals
	3. Soccer Moms (4A)	Middleburg (4C)	Soccer Moms (4A)
2016 Consumer Spending			
Apparel & Services: Total \$	\$3,021,212	\$23,813,171	\$62,818,667
Average Spent	\$2,332.98	\$1,994.40	\$2,023.15
Spending Potential Index	116	99	100
Education: Total \$	\$2,206,696	\$16,192,576	\$43,581,927
Average Spent	\$1,704.01	\$1,356.16	\$1,403.60
Spending Potential Index	120	96	99
Entertainment/Recreation: Total \$	\$4,306,172	\$33,970,444	\$90,427,788
Average Spent	\$3,325.23	\$2,845.10	\$2,912.33
Spending Potential Index	114	98	100
Food at Home: Total \$	\$7,191,494	\$58,410,866	\$154,899,259
Average Spent	\$5,553.28	\$4,892.03	\$4,988.70
Spending Potential Index	111	98	100
Food Away from Home: Total \$	\$4,636,212	\$37,004,016	\$97,406,570
Average Spent	\$3,580.09	\$3,099.16	\$3,137.09
Spending Potential Index	116	100	101
Health Care: Total \$	\$7,563,874	\$60,263,451	\$162,387,937
Average Spent	\$5,840.83	\$5,047.19	\$5,229.89
Spending Potential Index	110	95	99
HH Furnishings & Equipment: Total \$	\$2,652,766	\$20,816,871	\$55,398,276
Average Spent	\$2,048.47	\$1,743.46	\$1,784.16
Spending Potential Index	116	99	101
Personal Care Products & Services: Total \$	\$1,090,381	\$8,575,711	\$22,806,155
Average Spent	\$841.99	\$718.23	\$734.50
Spending Potential Index	115	98	100
Shelter: Total \$	\$23,425,996	\$183,557,971	\$487,149,165
Average Spent	\$18,089.57	\$15,373.36	\$15,689.18
Spending Potential Index	116	99	101
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,412,280	\$26,686,734	\$72,038,575
Average Spent	\$2,634.97	\$2,235.07	\$2,320.08
Spending Potential Index	114	96	100
Travel: Total \$	\$2,864,136	\$21,492,291	\$57,652,278
Average Spent	\$2,211.69	\$1,800.02	\$1,856.76
Spending Potential Index	119	97	100
Vehicle Maintenance & Repairs: Total \$	\$1,512,355	\$12,101,441	\$32,156,908
Average Spent	\$1,167.84	\$1,013.52	\$1,035.65
Spending Potential Index	113	98	100

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

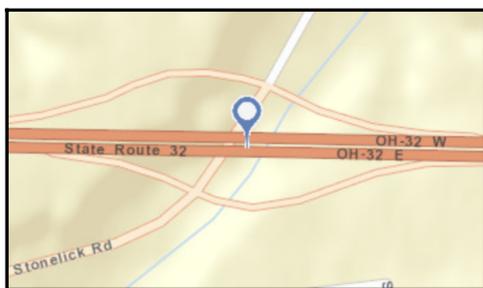
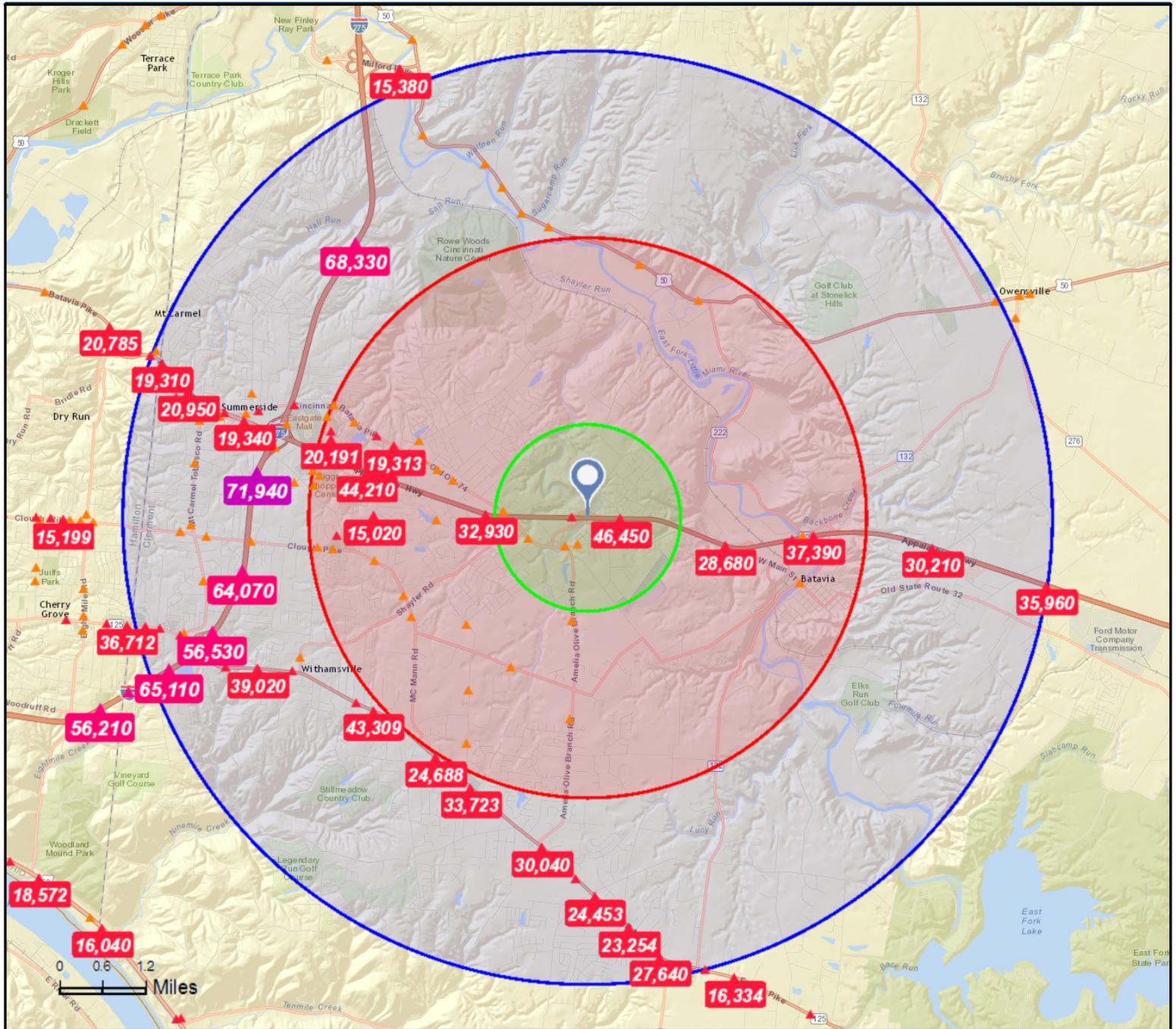
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Traffic Count Map

SR 32/Olive Branch-Stonelick
 STHY 32, Batavia, OH, 45103
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.08851
 Longitude: -84.22155



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Source: ©2016 Kalibrate Technologies

July 29, 2016

Business Summary

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.08851
Longitude: -84.22155

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	38	983	2,830
Total Employees:	577	21,008	43,784
Total Residential Population:	3,471	31,081	79,016
Employee/Residential Population Ratio:	0.17:1	0.68:1	0.55:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	2	5.3%	12	2.1%	27	2.7%	209	1.0%	86	3.0%	627	1.4%
Construction	5	13.2%	42	7.3%	90	9.2%	830	4.0%	273	9.6%	1,904	4.3%
Manufacturing	3	7.9%	81	14.0%	52	5.3%	1,551	7.4%	116	4.1%	2,817	6.4%
Transportation	2	5.3%	12	2.1%	20	2.0%	138	0.7%	65	2.3%	448	1.0%
Communication	0	0.0%	0	0.0%	5	0.5%	24	0.1%	19	0.7%	100	0.2%
Utility	0	0.0%	1	0.2%	3	0.3%	17	0.1%	5	0.2%	24	0.1%
Wholesale Trade	2	5.3%	38	6.6%	45	4.6%	1,161	5.5%	101	3.6%	2,240	5.1%
Retail Trade Summary	5	13.2%	105	18.2%	205	20.9%	3,945	18.8%	605	21.4%	11,004	25.1%
Home Improvement	0	0.0%	1	0.2%	9	0.9%	92	0.4%	32	1.1%	666	1.5%
General Merchandise Stores	0	0.0%	4	0.7%	9	0.9%	600	2.9%	23	0.8%	1,548	3.5%
Food Stores	0	0.0%	4	0.7%	18	1.8%	319	1.5%	56	2.0%	1,270	2.9%
Auto Dealers, Gas Stations, Auto Aftermarket	1	2.6%	17	2.9%	35	3.6%	515	2.5%	91	3.2%	1,169	2.7%
Apparel & Accessory Stores	0	0.0%	2	0.3%	15	1.5%	153	0.7%	45	1.6%	429	1.0%
Furniture & Home Furnishings	1	2.6%	6	1.0%	20	2.0%	232	1.1%	54	1.9%	591	1.3%
Eating & Drinking Places	1	2.6%	22	3.8%	52	5.3%	1,228	5.8%	154	5.4%	3,562	8.1%
Miscellaneous Retail	1	2.6%	48	8.3%	47	4.8%	807	3.8%	150	5.3%	1,768	4.0%
Finance, Insurance, Real Estate Summary	4	10.5%	14	2.4%	115	11.7%	1,022	4.9%	343	12.1%	3,014	6.9%
Banks, Savings & Lending Institutions	1	2.6%	5	0.9%	50	5.1%	146	0.7%	144	5.1%	402	0.9%
Securities Brokers	0	0.0%	0	0.0%	4	0.4%	12	0.1%	13	0.5%	71	0.2%
Insurance Carriers & Agents	1	2.6%	2	0.3%	24	2.4%	658	3.1%	73	2.6%	1,959	4.5%
Real Estate, Holding, Other Investment Offices	2	5.3%	7	1.2%	36	3.7%	206	1.0%	112	4.0%	582	1.3%
Services Summary	10	26.3%	163	28.2%	319	32.5%	10,570	50.3%	979	34.6%	18,718	42.8%
Hotels & Lodging	0	0.0%	4	0.7%	4	0.4%	82	0.4%	12	0.4%	243	0.6%
Automotive Services	1	2.6%	6	1.0%	32	3.3%	209	1.0%	97	3.4%	484	1.1%
Motion Pictures & Amusements	0	0.0%	2	0.3%	22	2.2%	124	0.6%	78	2.8%	552	1.3%
Health Services	2	5.3%	60	10.4%	48	4.9%	1,190	5.7%	130	4.6%	3,053	7.0%
Legal Services	0	0.0%	1	0.2%	20	2.0%	101	0.5%	44	1.6%	243	0.6%
Education Institutions & Libraries	1	2.6%	61	10.6%	27	2.7%	1,438	6.8%	59	2.1%	2,627	6.0%
Other Services	6	15.8%	30	5.2%	165	16.8%	7,426	35.3%	560	19.8%	11,516	26.3%
Government	4	10.5%	108	18.7%	72	7.3%	1,526	7.3%	124	4.4%	2,836	6.5%
Unclassified Establishments	1	2.6%	1	0.2%	31	3.2%	11	0.1%	115	4.1%	53	0.1%
Totals	38	100.0%	577	100.0%	983	100.0%	21,008	100.0%	2,830	100.0%	43,784	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

Business Summary

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.08851
Longitude: -84.22155

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	0	0.0%	1	0.0%	3	0.1%	6	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	6	0.0%
Utilities	0	0.0%	1	0.2%	2	0.2%	14	0.1%	4	0.1%	20	0.0%
Construction	5	13.2%	43	7.5%	93	9.5%	851	4.1%	288	10.2%	1,983	4.5%
Manufacturing	3	7.9%	81	14.0%	58	5.9%	1,585	7.5%	127	4.5%	2,873	6.6%
Wholesale Trade	2	5.3%	22	3.8%	41	4.2%	1,014	4.8%	97	3.4%	2,090	4.8%
Retail Trade	4	10.5%	81	14.0%	146	14.9%	2,663	12.7%	431	15.2%	7,277	16.6%
Motor Vehicle & Parts Dealers	1	2.6%	16	2.8%	25	2.5%	482	2.3%	68	2.4%	1,064	2.4%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	11	1.1%	85	0.4%	27	1.0%	226	0.5%
Electronics & Appliance Stores	1	2.6%	6	1.0%	8	0.8%	140	0.7%	26	0.9%	347	0.8%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	1	0.2%	9	0.9%	92	0.4%	31	1.1%	665	1.5%
Food & Beverage Stores	0	0.0%	6	1.0%	13	1.3%	305	1.5%	41	1.4%	1,180	2.7%
Health & Personal Care Stores	0	0.0%	1	0.2%	11	1.1%	142	0.7%	41	1.4%	629	1.4%
Gasoline Stations	0	0.0%	1	0.2%	10	1.0%	33	0.2%	24	0.8%	105	0.2%
Clothing & Clothing Accessories Stores	0	0.0%	2	0.3%	20	2.0%	185	0.9%	63	2.2%	528	1.2%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	1	0.2%	8	0.8%	121	0.6%	24	0.8%	287	0.7%
General Merchandise Stores	0	0.0%	4	0.7%	9	0.9%	600	2.9%	23	0.8%	1,548	3.5%
Miscellaneous Store Retailers	0	0.0%	24	4.2%	19	1.9%	313	1.5%	55	1.9%	524	1.2%
Nonstore Retailers	0	0.0%	18	3.1%	3	0.3%	166	0.8%	7	0.2%	175	0.4%
Transportation & Warehousing	1	2.6%	12	2.1%	18	1.8%	135	0.6%	59	2.1%	394	0.9%
Information	0	0.0%	2	0.3%	14	1.4%	320	1.5%	43	1.5%	947	2.2%
Finance & Insurance	2	5.3%	7	1.2%	78	7.9%	816	3.9%	233	8.2%	2,450	5.6%
Central Bank/Credit Intermediation & Related Activities	1	2.6%	5	0.9%	50	5.1%	146	0.7%	146	5.2%	420	1.0%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	4	0.4%	12	0.1%	13	0.5%	71	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	1	2.6%	2	0.3%	24	2.4%	658	3.1%	73	2.6%	1,959	4.5%
Real Estate, Rental & Leasing	3	7.9%	11	1.9%	47	4.8%	255	1.2%	154	5.4%	700	1.6%
Professional, Scientific & Tech Services	2	5.3%	25	4.3%	84	8.5%	6,988	33.3%	247	8.7%	8,652	19.8%
Legal Services	0	0.0%	1	0.2%	24	2.4%	114	0.5%	51	1.8%	287	0.7%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	2	0.0%	1	0.0%	7	0.0%
Administrative & Support & Waste Management & Remediation	2	5.3%	13	2.3%	47	4.8%	317	1.5%	146	5.2%	1,008	2.3%
Educational Services	0	0.0%	59	10.2%	29	3.0%	1,272	6.1%	68	2.4%	2,473	5.6%
Health Care & Social Assistance	2	5.3%	62	10.7%	58	5.9%	1,285	6.1%	175	6.2%	4,014	9.2%
Arts, Entertainment & Recreation	1	2.6%	2	0.3%	13	1.3%	129	0.6%	45	1.6%	490	1.1%
Accommodation & Food Services	1	2.6%	28	4.9%	57	5.8%	1,330	6.3%	171	6.0%	3,857	8.8%
Accommodation	0	0.0%	4	0.7%	4	0.4%	82	0.4%	12	0.4%	243	0.6%
Food Services & Drinking Places	1	2.6%	23	4.0%	54	5.5%	1,249	5.9%	160	5.7%	3,614	8.3%
Other Services (except Public Administration)	4	10.5%	19	3.3%	95	9.7%	491	2.3%	299	10.6%	1,649	3.8%
Automotive Repair & Maintenance	1	2.6%	5	0.9%	26	2.6%	175	0.8%	74	2.6%	398	0.9%
Public Administration	4	10.5%	108	18.7%	72	7.3%	1,526	7.3%	124	4.4%	2,836	6.5%
Unclassified Establishments	1	2.6%	1	0.2%	31	3.2%	11	0.1%	115	4.1%	53	0.1%
Total	38	100.0%	577	100.0%	983	100.0%	21,008	100.0%	2,830	100.0%	43,784	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

Retail MarketPlace Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.08851
Longitude: -84.22155

Summary Demographics

2016 Population	3,471
2016 Households	1,295
2016 Median Disposable Income	\$54,570
2016 Per Capita Income	\$32,702

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$59,857,323	\$20,646,914	\$39,210,409	48.7	6
Total Retail Trade	44-45	\$54,242,672	\$20,013,616	\$34,229,056	46.1	5
Total Food & Drink	722	\$5,614,650	\$633,298	\$4,981,352	79.7	1

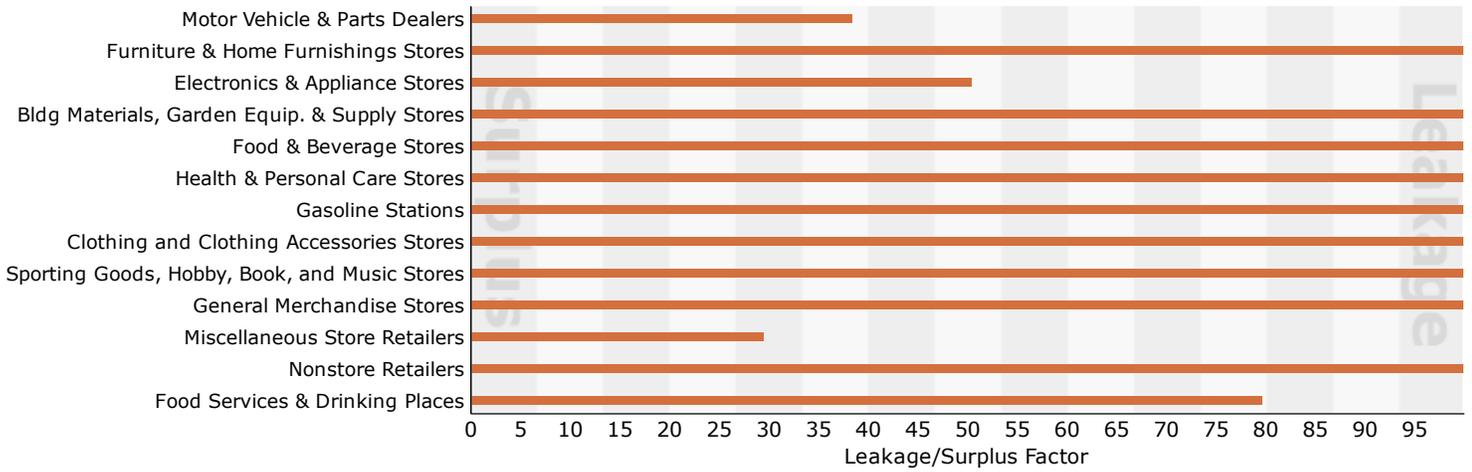
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$12,287,701	\$5,458,957	\$6,828,744	38.5	1
Automobile Dealers	4411	\$9,999,093	\$0	\$9,999,093	100.0	0
Other Motor Vehicle Dealers	4412	\$1,370,478	\$0	\$1,370,478	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$918,130	\$0	\$918,130	100.0	0
Furniture & Home Furnishings Stores	442	\$1,466,339	\$0	\$1,466,339	100.0	0
Furniture Stores	4421	\$952,272	\$0	\$952,272	100.0	0
Home Furnishings Stores	4422	\$514,067	\$0	\$514,067	100.0	0
Electronics & Appliance Stores	443	\$3,062,619	\$1,005,808	\$2,056,811	50.6	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,651,015	\$0	\$2,651,015	100.0	0
Bldg Material & Supplies Dealers	4441	\$2,290,014	\$0	\$2,290,014	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$361,001	\$0	\$361,001	100.0	0
Food & Beverage Stores	445	\$9,633,135	\$0	\$9,633,135	100.0	0
Grocery Stores	4451	\$8,880,194	\$0	\$8,880,194	100.0	0
Specialty Food Stores	4452	\$466,496	\$0	\$466,496	100.0	0
Beer, Wine & Liquor Stores	4453	\$286,445	\$0	\$286,445	100.0	0
Health & Personal Care Stores	446,4461	\$3,944,002	\$0	\$3,944,002	100.0	0
Gasoline Stations	447,4471	\$3,717,107	\$0	\$3,717,107	100.0	0
Clothing & Clothing Accessories Stores	448	\$2,452,585	\$0	\$2,452,585	100.0	0
Clothing Stores	4481	\$1,547,056	\$0	\$1,547,056	100.0	0
Shoe Stores	4482	\$292,581	\$0	\$292,581	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$612,948	\$0	\$612,948	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,788,942	\$0	\$1,788,942	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,444,862	\$0	\$1,444,862	100.0	0
Book, Periodical & Music Stores	4512	\$344,080	\$0	\$344,080	100.0	0
General Merchandise Stores	452	\$9,927,410	\$0	\$9,927,410	100.0	0
Department Stores Excluding Leased Depts.	4521	\$7,859,293	\$0	\$7,859,293	100.0	0
Other General Merchandise Stores	4529	\$2,068,117	\$0	\$2,068,117	100.0	0
Miscellaneous Store Retailers	453	\$2,486,317	\$1,350,457	\$1,135,860	29.6	1
Florists	4531	\$104,728	\$0	\$104,728	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$597,523	\$0	\$597,523	100.0	0
Used Merchandise Stores	4533	\$378,286	\$0	\$378,286	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,405,779	\$0	\$1,405,779	100.0	0
Nonstore Retailers	454	\$825,500	\$0	\$825,500	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$469,445	\$0	\$469,445	100.0	0
Vending Machine Operators	4542	\$86,028	\$0	\$86,028	100.0	0
Direct Selling Establishments	4543	\$270,028	\$0	\$270,028	100.0	0
Food Services & Drinking Places	722	\$5,614,650	\$633,298	\$4,981,352	79.7	1
Full-Service Restaurants	7221	\$2,806,506	\$0	\$2,806,506	100.0	0
Limited-Service Eating Places	7222	\$2,480,140	\$335,288	\$2,144,852	76.2	1
Special Food Services	7223	\$150,740	\$0	\$150,740	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$177,264	\$0	\$177,264	100.0	0

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

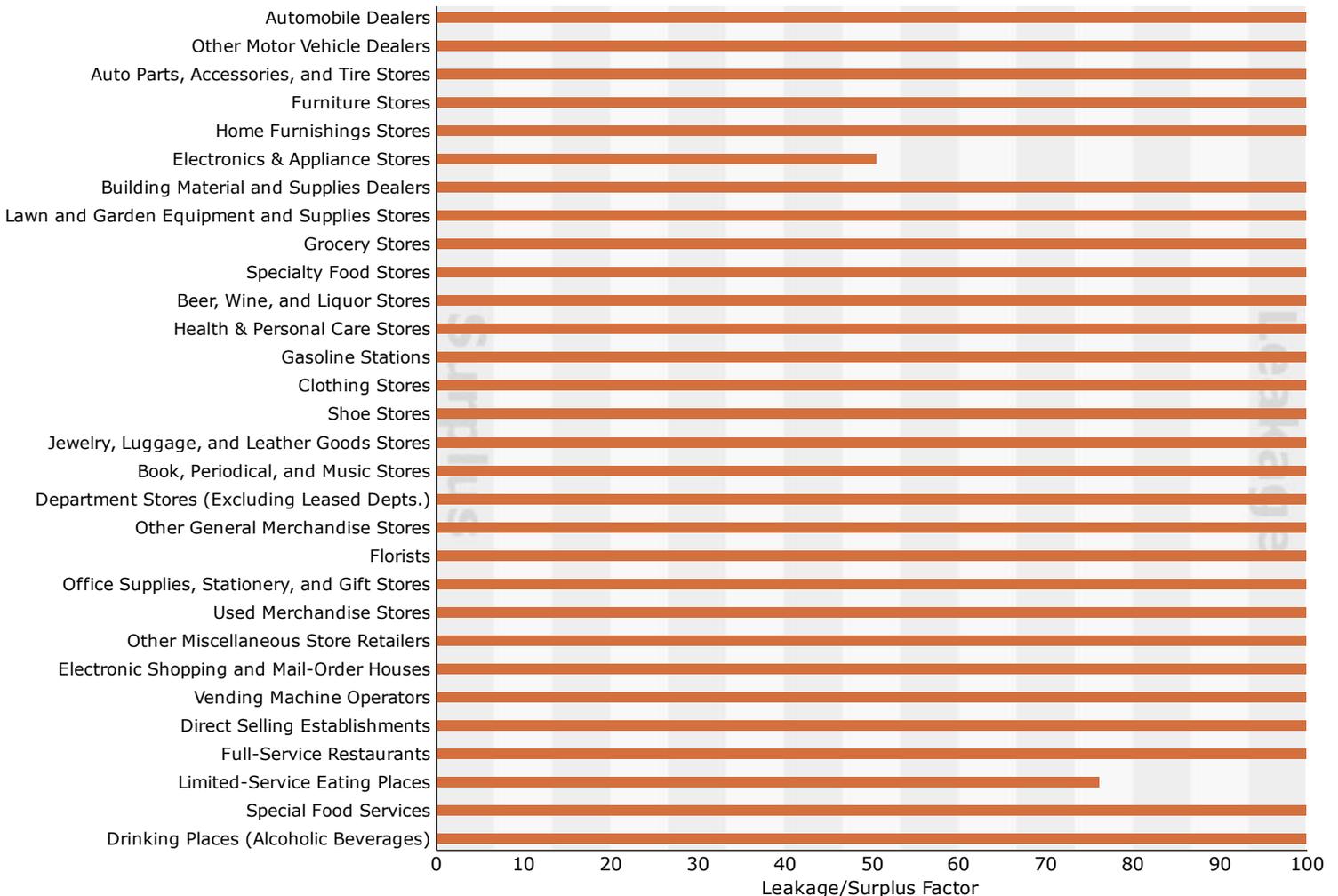
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Retail MarketPlace Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.08851
Longitude: -84.22155

Summary Demographics

2016 Population	31,081
2016 Households	11,940
2016 Median Disposable Income	\$48,945
2016 Per Capita Income	\$29,522

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$474,551,111	\$636,205,524	-\$161,654,413	-14.6	205
Total Retail Trade	44-45	\$430,798,851	\$597,416,179	-\$166,617,328	-16.2	152
Total Food & Drink	722	\$43,752,260	\$38,789,344	\$4,962,916	6.0	54

Industry Group

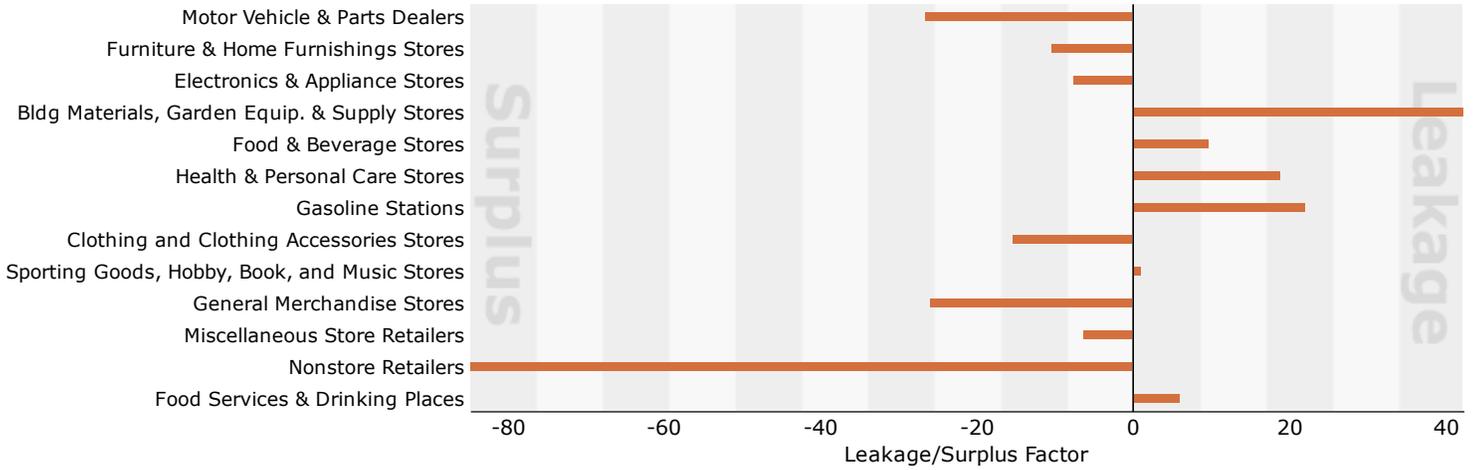
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$98,078,956	\$169,016,808	-\$70,937,852	-26.6	21
Automobile Dealers	4411	\$80,342,134	\$125,767,788	-\$45,425,654	-22.0	14
Other Motor Vehicle Dealers	4412	\$10,575,258	\$39,777,713	-\$29,202,455	-58.0	4
Auto Parts, Accessories & Tire Stores	4413	\$7,161,563	\$3,471,307	\$3,690,256	34.7	3
Furniture & Home Furnishings Stores	442	\$11,502,110	\$14,201,411	-\$2,699,301	-10.5	11
Furniture Stores	4421	\$7,486,890	\$10,266,440	-\$2,779,550	-15.7	6
Home Furnishings Stores	4422	\$4,015,220	\$3,934,971	\$80,249	1.0	4
Electronics & Appliance Stores	443	\$23,868,078	\$27,821,132	-\$3,953,054	-7.6	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$20,147,120	\$8,163,398	\$11,983,722	42.3	10
Bldg Material & Supplies Dealers	4441	\$17,329,125	\$8,163,398	\$9,165,727	36.0	10
Lawn & Garden Equip & Supply Stores	4442	\$2,817,996	\$0	\$2,817,996	100.0	0
Food & Beverage Stores	445	\$77,234,003	\$63,623,883	\$13,610,120	9.7	14
Grocery Stores	4451	\$71,226,333	\$54,056,151	\$17,170,182	13.7	9
Specialty Food Stores	4452	\$3,737,040	\$1,263,642	\$2,473,398	49.5	3
Beer, Wine & Liquor Stores	4453	\$2,270,630	\$8,304,089	-\$6,033,459	-57.1	2
Health & Personal Care Stores	446,4461	\$31,415,394	\$21,432,795	\$9,982,599	18.9	10
Gasoline Stations	447,4471	\$30,380,256	\$19,342,983	\$11,037,273	22.2	10
Clothing & Clothing Accessories Stores	448	\$19,178,940	\$26,133,444	-\$6,954,504	-15.3	23
Clothing Stores	4481	\$12,140,199	\$15,849,512	-\$3,709,313	-13.3	13
Shoe Stores	4482	\$2,350,137	\$4,955,912	-\$2,605,775	-35.7	5
Jewelry, Luggage & Leather Goods Stores	4483	\$4,688,604	\$5,328,020	-\$639,416	-6.4	5
Sporting Goods, Hobby, Book & Music Stores	451	\$14,092,446	\$13,802,644	\$289,802	1.0	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$11,379,930	\$12,374,048	-\$994,118	-4.2	6
Book, Periodical & Music Stores	4512	\$2,712,516	\$1,428,596	\$1,283,920	31.0	2
General Merchandise Stores	452	\$78,640,950	\$133,977,053	-\$55,336,103	-26.0	9
Department Stores Excluding Leased Depts.	4521	\$62,095,997	\$80,122,043	-\$18,026,046	-12.7	2
Other General Merchandise Stores	4529	\$16,544,953	\$53,855,010	-\$37,310,057	-53.0	7
Miscellaneous Store Retailers	453	\$19,915,023	\$22,667,195	-\$2,752,172	-6.5	21
Florists	4531	\$787,255	\$759,637	\$27,618	1.8	4
Office Supplies, Stationery & Gift Stores	4532	\$4,674,158	\$11,858,627	-\$7,184,469	-43.5	6
Used Merchandise Stores	4533	\$2,970,356	\$690,563	\$2,279,793	62.3	3
Other Miscellaneous Store Retailers	4539	\$11,483,254	\$9,358,368	\$2,124,886	10.2	8
Nonstore Retailers	454	\$6,345,575	\$77,233,433	-\$70,887,858	-84.8	4
Electronic Shopping & Mail-Order Houses	4541	\$3,678,034	\$77,028,086	-\$73,350,052	-90.9	3
Vending Machine Operators	4542	\$687,773	\$0	\$687,773	100.0	0
Direct Selling Establishments	4543	\$1,979,768	\$198,132	\$1,781,636	81.8	1
Food Services & Drinking Places	722	\$43,752,260	\$38,789,344	\$4,962,916	6.0	54
Full-Service Restaurants	7221	\$21,751,425	\$10,955,174	\$10,796,251	33.0	24
Limited-Service Eating Places	7222	\$19,491,102	\$27,382,032	-\$7,890,930	-16.8	29
Special Food Services	7223	\$1,133,027	\$0	\$1,133,027	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,376,706	\$110,633	\$1,266,073	85.1	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

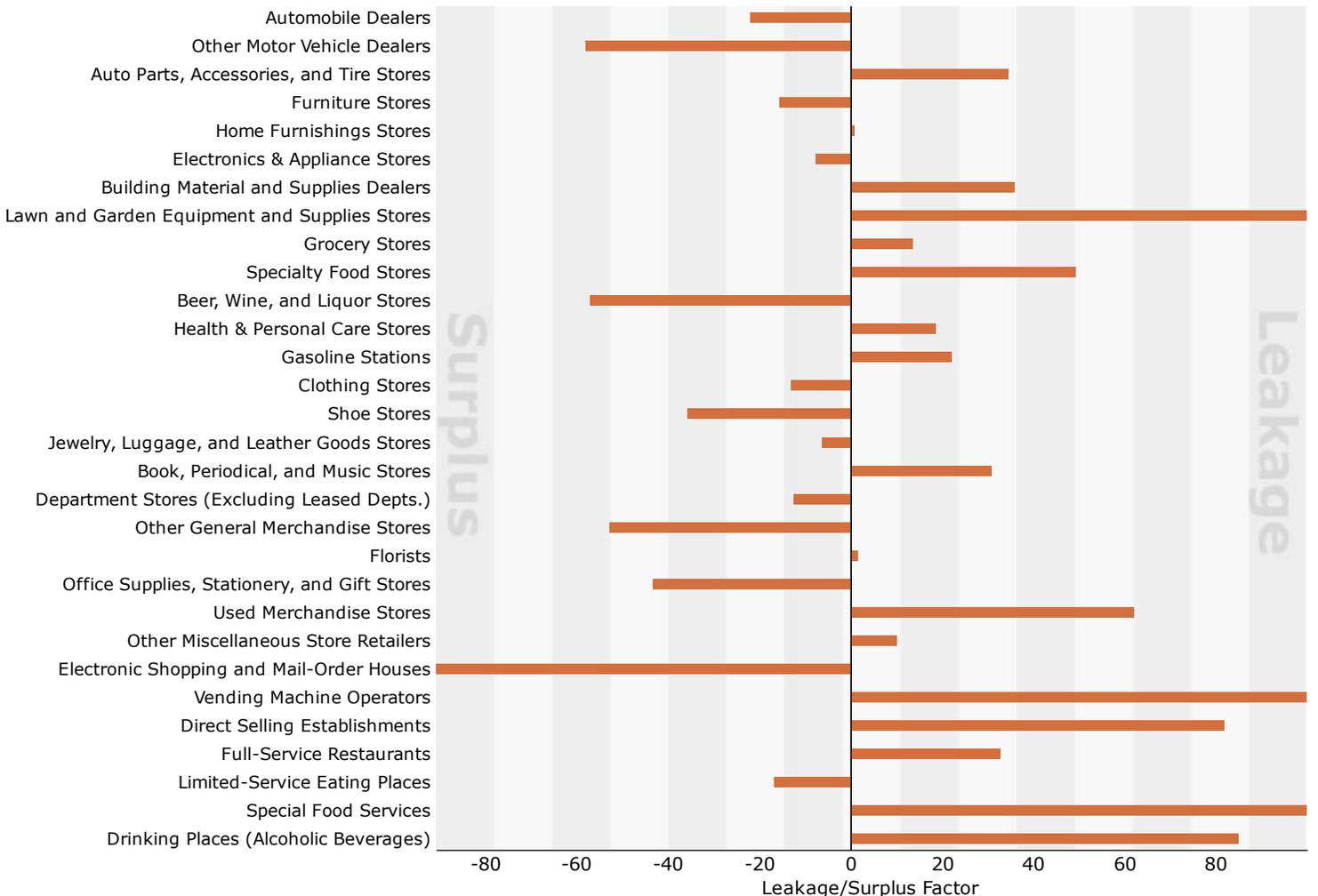
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.08851
Longitude: -84.22155

Summary Demographics

2016 Population	79,016
2016 Households	31,050
2016 Median Disposable Income	\$50,464
2016 Per Capita Income	\$30,505

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,242,271,881	\$1,562,813,469	-\$320,541,588	-11.4	596
Total Retail Trade	44-45	\$1,127,826,283	\$1,451,540,359	-\$323,714,076	-12.6	444
Total Food & Drink	722	\$114,445,598	\$111,273,110	\$3,172,488	1.4	152

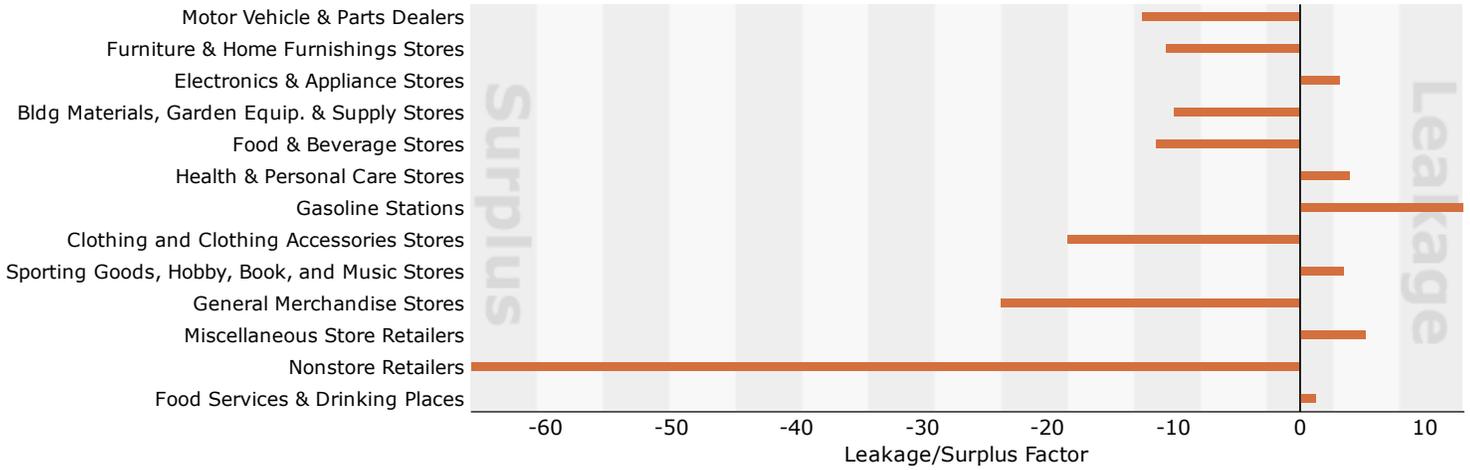
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$256,009,551	\$329,490,593	-\$73,481,042	-12.6	65
Automobile Dealers	4411	\$209,468,399	\$238,464,280	-\$28,995,881	-6.5	36
Other Motor Vehicle Dealers	4412	\$27,718,004	\$76,087,053	-\$48,369,049	-46.6	10
Auto Parts, Accessories & Tire Stores	4413	\$18,823,147	\$14,939,260	\$3,883,887	11.5	19
Furniture & Home Furnishings Stores	442	\$30,037,103	\$37,179,445	-\$7,142,342	-10.6	29
Furniture Stores	4421	\$19,547,211	\$27,679,994	-\$8,132,783	-17.2	16
Home Furnishings Stores	4422	\$10,489,892	\$9,499,451	\$990,441	5.0	13
Electronics & Appliance Stores	443	\$62,509,821	\$58,495,600	\$4,014,221	3.3	27
Bldg Materials, Garden Equip. & Supply Stores	444	\$52,890,471	\$64,605,201	-\$11,714,730	-10.0	31
Bldg Material & Supplies Dealers	4441	\$45,437,308	\$63,309,207	-\$17,871,899	-16.4	28
Lawn & Garden Equip & Supply Stores	4442	\$7,453,163	\$1,295,994	\$6,157,169	70.4	4
Food & Beverage Stores	445	\$202,721,385	\$254,861,184	-\$52,139,799	-11.4	39
Grocery Stores	4451	\$186,961,473	\$241,414,618	-\$54,453,145	-12.7	27
Specialty Food Stores	4452	\$9,810,475	\$3,304,897	\$6,505,578	49.6	7
Beer, Wine & Liquor Stores	4453	\$5,949,436	\$10,141,669	-\$4,192,233	-26.1	5
Health & Personal Care Stores	446,4461	\$82,885,054	\$76,361,866	\$6,523,188	4.1	35
Gasoline Stations	447,4471	\$79,321,660	\$60,904,948	\$18,416,712	13.1	28
Clothing & Clothing Accessories Stores	448	\$50,057,997	\$72,815,225	-\$22,757,228	-18.5	68
Clothing Stores	4481	\$31,723,850	\$44,234,941	-\$12,511,091	-16.5	38
Shoe Stores	4482	\$6,118,273	\$13,759,032	-\$7,640,759	-38.4	14
Jewelry, Luggage & Leather Goods Stores	4483	\$12,215,875	\$14,821,253	-\$2,605,378	-9.6	16
Sporting Goods, Hobby, Book & Music Stores	451	\$36,720,347	\$34,159,560	\$2,560,787	3.6	28
Sporting Goods/Hobby/Musical Instr Stores	4511	\$29,598,996	\$29,459,794	\$139,202	0.2	23
Book, Periodical & Music Stores	4512	\$7,121,351	\$4,699,766	\$2,421,585	20.5	5
General Merchandise Stores	452	\$205,669,338	\$333,756,962	-\$128,087,624	-23.7	23
Department Stores Excluding Leased Depts.	4521	\$162,277,538	\$232,038,916	-\$69,761,378	-17.7	8
Other General Merchandise Stores	4529	\$43,391,801	\$101,718,046	-\$58,326,245	-40.2	15
Miscellaneous Store Retailers	453	\$52,209,800	\$46,961,117	\$5,248,683	5.3	61
Florists	4531	\$2,094,237	\$1,418,635	\$675,602	19.2	7
Office Supplies, Stationery & Gift Stores	4532	\$12,231,862	\$18,320,172	-\$6,088,310	-19.9	18
Used Merchandise Stores	4533	\$7,790,702	\$2,426,204	\$5,364,498	52.5	11
Other Miscellaneous Store Retailers	4539	\$30,092,999	\$24,796,106	\$5,296,893	9.7	26
Nonstore Retailers	454	\$16,793,757	\$81,948,656	-\$65,154,899	-66.0	8
Electronic Shopping & Mail-Order Houses	4541	\$9,671,189	\$81,596,664	-\$71,925,475	-78.8	6
Vending Machine Operators	4542	\$1,804,204	\$122,658	\$1,681,546	87.3	1
Direct Selling Establishments	4543	\$5,318,363	\$229,334	\$5,089,029	91.7	1
Food Services & Drinking Places	722	\$114,445,598	\$111,273,110	\$3,172,488	1.4	152
Full-Service Restaurants	7221	\$56,950,835	\$33,611,888	\$23,338,947	25.8	69
Limited-Service Eating Places	7222	\$50,903,943	\$75,521,702	-\$24,617,759	-19.5	75
Special Food Services	7223	\$2,981,793	\$1,041,690	\$1,940,103	48.2	3
Drinking Places - Alcoholic Beverages	7224	\$3,609,027	\$1,097,830	\$2,511,197	53.4	5

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

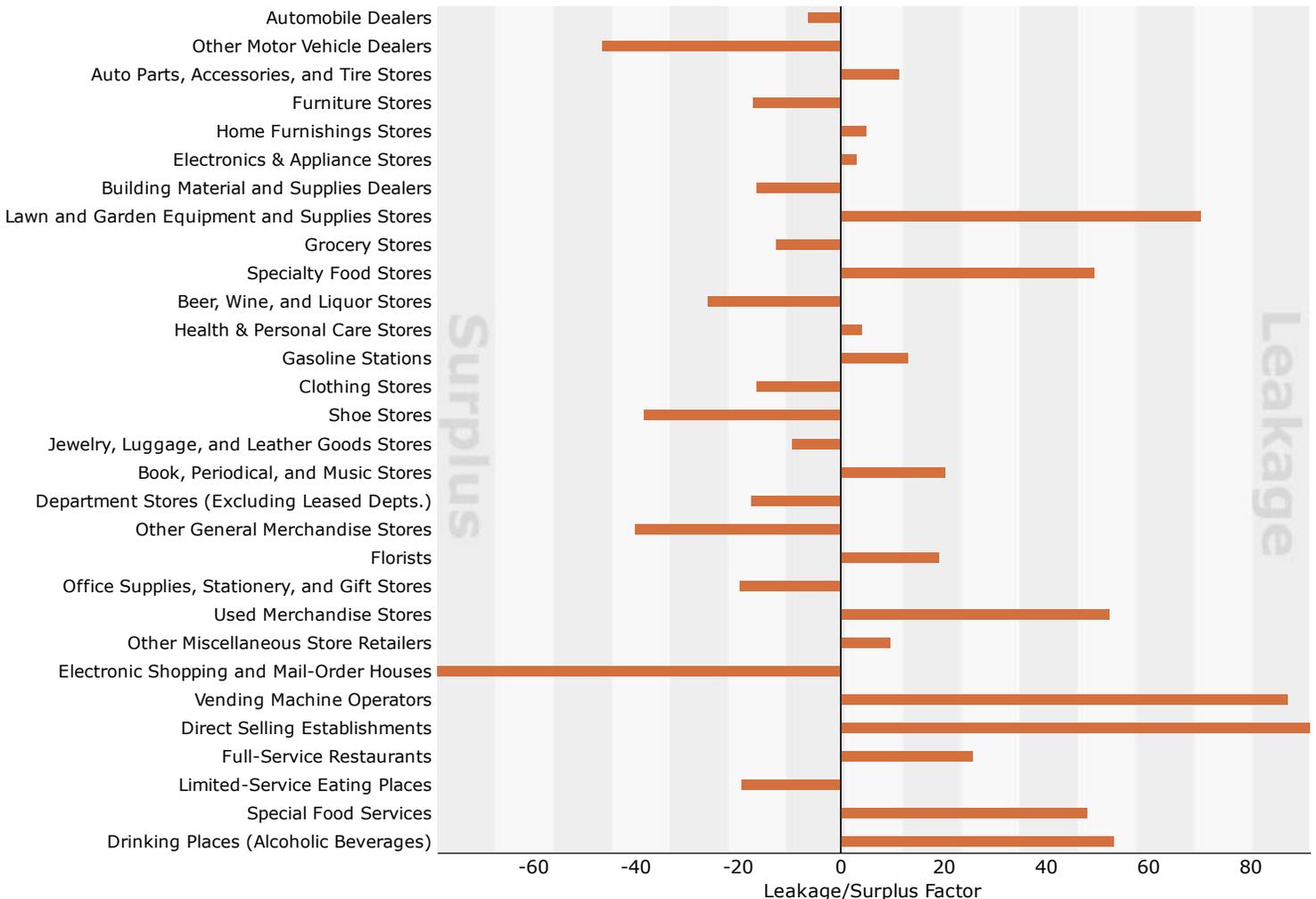
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Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Retail Market Potential

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.08851
Longitude: -84.22155

Demographic Summary	2016	2021
Population	3,471	3,679
Population 18+	2,585	2,736
Households	1,295	1,388
Median Household Income	\$69,808	\$83,142

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,326	51.3%	109
Bought any women's clothing in last 12 months	1,184	45.8%	104
Bought clothing for child <13 years in last 6 months	753	29.1%	106
Bought any shoes in last 12 months	1,476	57.1%	106
Bought costume jewelry in last 12 months	564	21.8%	112
Bought any fine jewelry in last 12 months	509	19.7%	107
Bought a watch in last 12 months	321	12.4%	113
Automobiles (Households)			
HH owns/leases any vehicle	1,169	90.3%	105
HH bought/leased new vehicle last 12 mo	154	11.9%	127
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,327	90.0%	106
Bought/changed motor oil in last 12 months	1,266	49.0%	100
Had tune-up in last 12 months	814	31.5%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,732	67.0%	102
Drank regular cola in last 6 months	1,091	42.2%	94
Drank beer/ale in last 6 months	1,194	46.2%	108
Cameras (Adults)			
Own digital point & shoot camera	878	34.0%	117
Own digital single-lens reflex (SLR) camera	290	11.2%	130
Bought any camera in last 12 months	172	6.7%	117
Printed digital photos in last 12 months	81	3.1%	107
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	959	37.1%	103
Have a smartphone	1,705	66.0%	112
Have a smartphone: Android phone (any brand)	740	28.6%	106
Have a smartphone: Apple iPhone	800	30.9%	120
Number of cell phones in household: 1	339	26.2%	81
Number of cell phones in household: 2	515	39.8%	106
Number of cell phones in household: 3+	401	31.0%	122
HH has cell phone only (no landline telephone)	508	39.2%	94
Computers (Households)			
HH owns a computer	1,097	84.7%	110
HH owns desktop computer	678	52.4%	116
HH owns laptop/notebook	782	60.4%	111
HH owns any Apple/Mac brand computer	234	18.1%	120
HH owns any PC/non-Apple brand computer	966	74.6%	110
HH purchased most recent computer in a store	551	42.5%	113
HH purchased most recent computer online	199	15.4%	118
Spent <\$500 on most recent home computer	176	13.6%	94
Spent \$500-\$999 on most recent home computer	288	22.2%	117
Spent \$1,000-\$1,499 on most recent home computer	146	11.3%	119
Spent \$1,500-\$1,999 on most recent home computer	76	5.9%	129
Spent \$2,000+ on most recent home computer	65	5.0%	128

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.



Retail Market Potential

SR 32/Olive Branch-Stonelick
 STHY 32, Batavia, OH, 45103
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.08851
 Longitude: -84.22155

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	1,421	55.0%	108
Bought brewed coffee at convenience store in last 30 days	434	16.8%	107
Bought cigarettes at convenience store in last 30 days	258	10.0%	80
Bought gas at convenience store in last 30 days	902	34.9%	106
Spent at convenience store in last 30 days: <\$20	250	9.7%	119
Spent at convenience store in last 30 days: \$20-\$39	234	9.1%	100
Spent at convenience store in last 30 days: \$40-\$50	206	8.0%	105
Spent at convenience store in last 30 days: \$51-\$99	103	4.0%	90
Spent at convenience store in last 30 days: \$100+	584	22.6%	99
Entertainment (Adults)			
Attended a movie in last 6 months	1,648	63.8%	107
Went to live theater in last 12 months	389	15.0%	116
Went to a bar/night club in last 12 months	477	18.5%	110
Dined out in last 12 months	1,380	53.4%	119
Gambled at a casino in last 12 months	383	14.8%	108
Visited a theme park in last 12 months	539	20.9%	118
Viewed movie (video-on-demand) in last 30 days	557	21.5%	127
Viewed TV show (video-on-demand) in last 30 days	429	16.6%	129
Watched any pay-per-view TV in last 12 months	387	15.0%	114
Downloaded a movie over the Internet in last 30 days	220	8.5%	118
Downloaded any individual song in last 6 months	634	24.5%	120
Watched a movie online in the last 30 days	439	17.0%	106
Watched a TV program online in last 30 days	433	16.8%	112
Played a video/electronic game (console) in last 12 months	256	9.9%	95
Played a video/electronic game (portable) in last 12 months	134	5.2%	114
Financial (Adults)			
Have home mortgage (1st)	1,043	40.3%	130
Used ATM/cash machine in last 12 months	1,433	55.4%	113
Own any stock	248	9.6%	125
Own U.S. savings bond	141	5.5%	103
Own shares in mutual fund (stock)	250	9.7%	133
Own shares in mutual fund (bonds)	165	6.4%	131
Have interest checking account	864	33.4%	119
Have non-interest checking account	800	30.9%	109
Have savings account	1,571	60.8%	112
Have 401K retirement savings plan	492	19.0%	131
Own/used any credit/debit card in last 12 months	2,113	81.7%	110
Avg monthly credit card expenditures: <\$111	305	11.8%	102
Avg monthly credit card expenditures: \$111-\$225	173	6.7%	97
Avg monthly credit card expenditures: \$226-\$450	195	7.5%	119
Avg monthly credit card expenditures: \$451-\$700	154	6.0%	112
Avg monthly credit card expenditures: \$701-\$1,000	123	4.8%	110
Avg monthly credit card expenditures: \$1,001+	316	12.2%	135
Did banking online in last 12 months	1,158	44.8%	125
Did banking on mobile device in last 12 months	458	17.7%	127
Paid bills online in last 12 months	1,340	51.8%	120

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Retail Market Potential

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.08851
Longitude: -84.22155

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	929	71.7%	103
Used bread in last 6 months	1,230	95.0%	101
Used chicken (fresh or frozen) in last 6 months	927	71.6%	104
Used turkey (fresh or frozen) in last 6 months	229	17.7%	112
Used fish/seafood (fresh or frozen) in last 6 months	730	56.4%	103
Used fresh fruit/vegetables in last 6 months	1,131	87.3%	102
Used fresh milk in last 6 months	1,144	88.3%	100
Used organic food in last 6 months	275	21.2%	108
Health (Adults)			
Exercise at home 2+ times per week	826	32.0%	113
Exercise at club 2+ times per week	410	15.9%	122
Visited a doctor in last 12 months	2,068	80.0%	106
Used vitamin/dietary supplement in last 6 months	1,464	56.6%	107
Home (Households)			
Any home improvement in last 12 months	412	31.8%	119
Used housekeeper/maid/professional HH cleaning service in last 12	184	14.2%	108
Purchased low ticket HH furnishings in last 12 months	246	19.0%	118
Purchased big ticket HH furnishings in last 12 months	303	23.4%	112
Bought any small kitchen appliance in last 12 months	306	23.6%	106
Bought any large kitchen appliance in last 12 months	189	14.6%	115
Insurance (Adults/Households)			
Currently carry life insurance	1,244	48.1%	113
Carry medical/hospital/accident insurance	1,836	71.0%	108
Carry homeowner insurance	1,480	57.3%	122
Carry renter's insurance	208	8.0%	99
Have auto insurance: 1 vehicle in household covered	349	26.9%	87
Have auto insurance: 2 vehicles in household covered	393	30.3%	107
Have auto insurance: 3+ vehicles in household covered	366	28.3%	129
Pets (Households)			
Household owns any pet	749	57.8%	108
Household owns any cat	307	23.7%	106
Household owns any dog	565	43.6%	107
Psychographics (Adults)			
Buying American is important to me	1,068	41.3%	98
Usually buy items on credit rather than wait	298	11.5%	98
Usually buy based on quality - not price	442	17.1%	95
Price is usually more important than brand name	670	25.9%	99
Usually use coupons for brands I buy often	481	18.6%	98
Am interested in how to help the environment	391	15.1%	93
Usually pay more for environ safe product	301	11.6%	91
Usually value green products over convenience	214	8.3%	79
Likely to buy a brand that supports a charity	884	34.2%	98
Reading (Adults)			
Bought digital book in last 12 months	429	16.6%	126
Bought hardcover book in last 12 months	613	23.7%	113
Bought paperback book in last 12 month	942	36.4%	116
Read any daily newspaper (paper version)	674	26.1%	100
Read any digital newspaper in last 30 days	960	37.1%	111
Read any magazine (paper/electronic version) in last 6 months	2,419	93.6%	103

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Retail Market Potential

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.08851
Longitude: -84.22155

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	2,067	80.0%	107
Went to family restaurant/steak house: 4+ times a month	790	30.6%	111
Went to fast food/drive-in restaurant in last 6 months	2,393	92.6%	103
Went to fast food/drive-in restaurant 9+ times/mo	1,071	41.4%	105
Fast food/drive-in last 6 months: eat in	1,009	39.0%	107
Fast food/drive-in last 6 months: home delivery	214	8.3%	108
Fast food/drive-in last 6 months: take-out/drive-thru	1,314	50.8%	110
Fast food/drive-in last 6 months: take-out/walk-in	591	22.9%	118
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	977	37.8%	119
Own e-reader/tablet: iPad	492	19.0%	124
Own any portable MP3 player	949	36.7%	119
HH owns 1 TV	227	17.5%	86
HH owns 2 TVs	309	23.9%	92
HH owns 3 TVs	319	24.6%	115
HH owns 4+ TVs	290	22.4%	119
HH subscribes to cable TV	674	52.0%	105
HH subscribes to fiber optic	132	10.2%	134
HH has satellite dish	285	22.0%	87
HH owns DVD/Blu-ray player	860	66.4%	110
HH owns camcorder	212	16.4%	117
HH owns portable GPS navigation device	437	33.7%	123
HH purchased video game system in last 12 mos	107	8.3%	104
HH owns Internet video device for TV	114	8.8%	125
Travel (Adults)			
Domestic travel in last 12 months	1,552	60.0%	120
Took 3+ domestic non-business trips in last 12 months	341	13.2%	119
Spent on domestic vacations in last 12 months: <\$1,000	318	12.3%	115
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	159	6.2%	105
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	109	4.2%	118
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	124	4.8%	123
Spent on domestic vacations in last 12 months: \$3,000+	202	7.8%	142
Domestic travel in the 12 months: used general travel website	186	7.2%	106
Foreign travel in last 3 years	774	29.9%	124
Took 3+ foreign trips by plane in last 3 years	141	5.5%	121
Spent on foreign vacations in last 12 months: <\$1,000	144	5.6%	134
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	95	3.7%	113
Spent on foreign vacations in last 12 months: \$3,000+	164	6.3%	128
Foreign travel in last 3 years: used general travel website	161	6.2%	112
Nights spent in hotel/motel in last 12 months: any	1,258	48.7%	120
Took cruise of more than one day in last 3 years	282	10.9%	130
Member of any frequent flyer program	580	22.4%	137
Member of any hotel rewards program	503	19.5%	138

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Retail Market Potential

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.08851
Longitude: -84.22155

Demographic Summary		2016	2021
Population		31,081	32,812
Population 18+		23,411	24,709
Households		11,940	12,681
Median Household Income		\$58,646	\$67,619

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	11,477	49.0%	104
Bought any women's clothing in last 12 months	10,631	45.4%	103
Bought clothing for child <13 years in last 6 months	6,763	28.9%	105
Bought any shoes in last 12 months	13,121	56.0%	104
Bought costume jewelry in last 12 months	4,802	20.5%	105
Bought any fine jewelry in last 12 months	4,354	18.6%	101
Bought a watch in last 12 months	2,788	11.9%	108
Automobiles (Households)			
HH owns/leases any vehicle	10,788	90.4%	106
HH bought/leased new vehicle last 12 mo	1,231	10.3%	110
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	21,098	90.1%	106
Bought/changed motor oil in last 12 months	12,178	52.0%	106
Had tune-up in last 12 months	7,373	31.5%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	15,387	65.7%	100
Drank regular cola in last 6 months	10,602	45.3%	101
Drank beer/ale in last 6 months	10,317	44.1%	103
Cameras (Adults)			
Own digital point & shoot camera	7,457	31.9%	109
Own digital single-lens reflex (SLR) camera	2,342	10.0%	116
Bought any camera in last 12 months	1,398	6.0%	105
Printed digital photos in last 12 months	682	2.9%	100
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	8,934	38.2%	106
Have a smartphone	14,907	63.7%	108
Have a smartphone: Android phone (any brand)	7,094	30.3%	113
Have a smartphone: Apple iPhone	6,389	27.3%	106
Number of cell phones in household: 1	3,472	29.1%	90
Number of cell phones in household: 2	4,771	40.0%	107
Number of cell phones in household: 3+	3,235	27.1%	106
HH has cell phone only (no landline telephone)	5,331	44.6%	107
Computers (Households)			
HH owns a computer	9,769	81.8%	106
HH owns desktop computer	5,812	48.7%	107
HH owns laptop/notebook	6,965	58.3%	108
HH owns any Apple/Mac brand computer	1,793	15.0%	100
HH owns any PC/non-Apple brand computer	8,701	72.9%	107
HH purchased most recent computer in a store	4,844	40.6%	108
HH purchased most recent computer online	1,722	14.4%	110
Spent <\$500 on most recent home computer	1,817	15.2%	105
Spent \$500-\$999 on most recent home computer	2,468	20.7%	108
Spent \$1,000-\$1,499 on most recent home computer	1,273	10.7%	113
Spent \$1,500-\$1,999 on most recent home computer	567	4.7%	104
Spent \$2,000+ on most recent home computer	479	4.0%	102

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Retail Market Potential

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.08851
Longitude: -84.22155

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	12,829	54.8%	108
Bought brewed coffee at convenience store in last 30 days	3,644	15.6%	99
Bought cigarettes at convenience store in last 30 days	2,885	12.3%	99
Bought gas at convenience store in last 30 days	8,779	37.5%	114
Spent at convenience store in last 30 days: <\$20	2,094	8.9%	110
Spent at convenience store in last 30 days: \$20-\$39	2,105	9.0%	99
Spent at convenience store in last 30 days: \$40-\$50	1,955	8.4%	110
Spent at convenience store in last 30 days: \$51-\$99	1,130	4.8%	109
Spent at convenience store in last 30 days: \$100+	5,777	24.7%	108
Entertainment (Adults)			
Attended a movie in last 6 months	14,323	61.2%	103
Went to live theater in last 12 months	3,212	13.7%	106
Went to a bar/night club in last 12 months	4,312	18.4%	110
Dined out in last 12 months	11,676	49.9%	111
Gambled at a casino in last 12 months	3,390	14.5%	106
Visited a theme park in last 12 months	4,351	18.6%	106
Viewed movie (video-on-demand) in last 30 days	4,328	18.5%	109
Viewed TV show (video-on-demand) in last 30 days	3,333	14.2%	110
Watched any pay-per-view TV in last 12 months	3,119	13.3%	101
Downloaded a movie over the Internet in last 30 days	1,792	7.7%	107
Downloaded any individual song in last 6 months	5,395	23.0%	113
Watched a movie online in the last 30 days	3,962	16.9%	106
Watched a TV program online in last 30 days	3,674	15.7%	105
Played a video/electronic game (console) in last 12 months	2,616	11.2%	107
Played a video/electronic game (portable) in last 12 months	1,179	5.0%	111
Financial (Adults)			
Have home mortgage (1st)	8,416	35.9%	116
Used ATM/cash machine in last 12 months	12,676	54.1%	110
Own any stock	1,844	7.9%	103
Own U.S. savings bond	1,174	5.0%	95
Own shares in mutual fund (stock)	1,743	7.4%	103
Own shares in mutual fund (bonds)	1,179	5.0%	104
Have interest checking account	7,190	30.7%	109
Have non-interest checking account	7,308	31.2%	110
Have savings account	13,901	59.4%	110
Have 401K retirement savings plan	4,066	17.4%	120
Own/used any credit/debit card in last 12 months	18,551	79.2%	106
Avg monthly credit card expenditures: <\$111	3,039	13.0%	112
Avg monthly credit card expenditures: \$111-\$225	1,637	7.0%	102
Avg monthly credit card expenditures: \$226-\$450	1,607	6.9%	108
Avg monthly credit card expenditures: \$451-\$700	1,342	5.7%	108
Avg monthly credit card expenditures: \$701-\$1,000	918	3.9%	91
Avg monthly credit card expenditures: \$1,001+	2,089	8.9%	98
Did banking online in last 12 months	9,872	42.2%	118
Did banking on mobile device in last 12 months	4,155	17.7%	127
Paid bills online in last 12 months	11,747	50.2%	117

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Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	8,439	70.7%	102
Used bread in last 6 months	11,348	95.0%	101
Used chicken (fresh or frozen) in last 6 months	8,399	70.3%	102
Used turkey (fresh or frozen) in last 6 months	1,979	16.6%	105
Used fish/seafood (fresh or frozen) in last 6 months	6,551	54.9%	100
Used fresh fruit/vegetables in last 6 months	10,392	87.0%	101
Used fresh milk in last 6 months	10,558	88.4%	100
Used organic food in last 6 months	2,233	18.7%	95
Health (Adults)			
Exercise at home 2+ times per week	6,950	29.7%	105
Exercise at club 2+ times per week	3,370	14.4%	111
Visited a doctor in last 12 months	18,281	78.1%	103
Used vitamin/dietary supplement in last 6 months	12,637	54.0%	102
Home (Households)			
Any home improvement in last 12 months	3,407	28.5%	106
Used housekeeper/maid/professional HH cleaning service in last 12	1,381	11.6%	88
Purchased low ticket HH furnishings in last 12 months	2,134	17.9%	111
Purchased big ticket HH furnishings in last 12 months	2,657	22.3%	106
Bought any small kitchen appliance in last 12 months	2,776	23.2%	105
Bought any large kitchen appliance in last 12 months	1,576	13.2%	104
Insurance (Adults/Households)			
Currently carry life insurance	10,757	45.9%	108
Carry medical/hospital/accident insurance	16,080	68.7%	105
Carry homeowner insurance	12,236	52.3%	111
Carry renter's insurance	2,287	9.8%	120
Have auto insurance: 1 vehicle in household covered	3,555	29.8%	97
Have auto insurance: 2 vehicles in household covered	3,673	30.8%	108
Have auto insurance: 3+ vehicles in household covered	2,957	24.8%	113
Pets (Households)			
Household owns any pet	6,827	57.2%	106
Household owns any cat	2,943	24.6%	110
Household owns any dog	5,146	43.1%	106
Psychographics (Adults)			
Buying American is important to me	10,060	43.0%	101
Usually buy items on credit rather than wait	2,609	11.1%	95
Usually buy based on quality - not price	4,087	17.5%	97
Price is usually more important than brand name	6,292	26.9%	102
Usually use coupons for brands I buy often	4,512	19.3%	102
Am interested in how to help the environment	3,490	14.9%	92
Usually pay more for environ safe product	2,733	11.7%	91
Usually value green products over convenience	2,126	9.1%	86
Likely to buy a brand that supports a charity	7,818	33.4%	96
Reading (Adults)			
Bought digital book in last 12 months	3,372	14.4%	109
Bought hardcover book in last 12 months	5,351	22.9%	109
Bought paperback book in last 12 month	7,942	33.9%	108
Read any daily newspaper (paper version)	5,615	24.0%	92
Read any digital newspaper in last 30 days	8,150	34.8%	105
Read any magazine (paper/electronic version) in last 6 months	21,559	92.1%	102

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	18,408	78.6%	105
Went to family restaurant/steak house: 4+ times a month	7,061	30.2%	110
Went to fast food/drive-in restaurant in last 6 months	21,501	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	9,899	42.3%	107
Fast food/drive-in last 6 months: eat in	9,132	39.0%	107
Fast food/drive-in last 6 months: home delivery	2,015	8.6%	112
Fast food/drive-in last 6 months: take-out/drive-thru	12,081	51.6%	111
Fast food/drive-in last 6 months: take-out/walk-in	5,013	21.4%	110
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	8,117	34.7%	109
Own e-reader/tablet: iPad	3,642	15.6%	101
Own any portable MP3 player	7,971	34.0%	111
HH owns 1 TV	2,344	19.6%	96
HH owns 2 TVs	3,017	25.3%	97
HH owns 3 TVs	2,748	23.0%	108
HH owns 4+ TVs	2,351	19.7%	104
HH subscribes to cable TV	5,980	50.1%	101
HH subscribes to fiber optic	972	8.1%	107
HH has satellite dish	2,893	24.2%	95
HH owns DVD/Blu-ray player	7,645	64.0%	106
HH owns camcorder	1,751	14.7%	105
HH owns portable GPS navigation device	3,620	30.3%	110
HH purchased video game system in last 12 mos	912	7.6%	96
HH owns Internet video device for TV	903	7.6%	107
Travel (Adults)			
Domestic travel in last 12 months	12,770	54.5%	109
Took 3+ domestic non-business trips in last 12 months	2,719	11.6%	105
Spent on domestic vacations in last 12 months: <\$1,000	2,758	11.8%	110
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,419	6.1%	104
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	843	3.6%	101
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	924	3.9%	101
Spent on domestic vacations in last 12 months: \$3,000+	1,441	6.2%	112
Domestic travel in the 12 months: used general travel website	1,459	6.2%	92
Foreign travel in last 3 years	5,754	24.6%	102
Took 3+ foreign trips by plane in last 3 years	922	3.9%	88
Spent on foreign vacations in last 12 months: <\$1,000	989	4.2%	101
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	792	3.4%	104
Spent on foreign vacations in last 12 months: \$3,000+	1,045	4.5%	90
Foreign travel in last 3 years: used general travel website	1,155	4.9%	88
Nights spent in hotel/motel in last 12 months: any	10,277	43.9%	108
Took cruise of more than one day in last 3 years	2,059	8.8%	105
Member of any frequent flyer program	4,028	17.2%	105
Member of any hotel rewards program	3,702	15.8%	112

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Demographic Summary	2016	2021
Population	79,016	82,404
Population 18+	59,896	62,588
Households	31,050	32,464
Median Household Income	\$60,534	\$69,598

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	29,529	49.3%	104
Bought any women's clothing in last 12 months	27,170	45.4%	103
Bought clothing for child <13 years in last 6 months	17,114	28.6%	104
Bought any shoes in last 12 months	33,218	55.5%	103
Bought costume jewelry in last 12 months	12,397	20.7%	106
Bought any fine jewelry in last 12 months	11,037	18.4%	101
Bought a watch in last 12 months	6,867	11.5%	104
Automobiles (Households)			
HH owns/leases any vehicle	28,051	90.3%	106
HH bought/leased new vehicle last 12 mo	3,177	10.2%	109
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	54,038	90.2%	106
Bought/changed motor oil in last 12 months	31,305	52.3%	106
Had tune-up in last 12 months	18,717	31.2%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	39,270	65.6%	100
Drank regular cola in last 6 months	26,760	44.7%	100
Drank beer/ale in last 6 months	27,151	45.3%	106
Cameras (Adults)			
Own digital point & shoot camera	19,131	31.9%	110
Own digital single-lens reflex (SLR) camera	5,775	9.6%	112
Bought any camera in last 12 months	3,531	5.9%	103
Printed digital photos in last 12 months	1,842	3.1%	105
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	22,697	37.9%	105
Have a smartphone	37,256	62.2%	106
Have a smartphone: Android phone (any brand)	17,510	29.2%	109
Have a smartphone: Apple iPhone	16,243	27.1%	105
Number of cell phones in household: 1	9,550	30.8%	96
Number of cell phones in household: 2	12,146	39.1%	105
Number of cell phones in household: 3+	7,989	25.7%	101
HH has cell phone only (no landline telephone)	13,738	44.2%	106
Computers (Households)			
HH owns a computer	25,051	80.7%	105
HH owns desktop computer	14,873	47.9%	106
HH owns laptop/notebook	17,949	57.8%	107
HH owns any Apple/Mac brand computer	4,620	14.9%	99
HH owns any PC/non-Apple brand computer	22,322	71.9%	106
HH purchased most recent computer in a store	12,485	40.2%	107
HH purchased most recent computer online	4,352	14.0%	107
Spent <\$500 on most recent home computer	4,665	15.0%	103
Spent \$500-\$999 on most recent home computer	6,556	21.1%	111
Spent \$1,000-\$1,499 on most recent home computer	3,145	10.1%	107
Spent \$1,500-\$1,999 on most recent home computer	1,438	4.6%	102
Spent \$2,000+ on most recent home computer	1,211	3.9%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	32,618	54.5%	107
Bought brewed coffee at convenience store in last 30 days	9,912	16.5%	105
Bought cigarettes at convenience store in last 30 days	7,845	13.1%	105
Bought gas at convenience store in last 30 days	22,364	37.3%	113
Spent at convenience store in last 30 days: <\$20	5,190	8.7%	107
Spent at convenience store in last 30 days: \$20-\$39	5,421	9.1%	100
Spent at convenience store in last 30 days: \$40-\$50	4,958	8.3%	109
Spent at convenience store in last 30 days: \$51-\$99	2,759	4.6%	104
Spent at convenience store in last 30 days: \$100+	15,130	25.3%	110
Entertainment (Adults)			
Attended a movie in last 6 months	36,729	61.3%	103
Went to live theater in last 12 months	8,035	13.4%	103
Went to a bar/night club in last 12 months	11,253	18.8%	112
Dined out in last 12 months	29,628	49.5%	110
Gambled at a casino in last 12 months	8,749	14.6%	107
Visited a theme park in last 12 months	10,934	18.3%	104
Viewed movie (video-on-demand) in last 30 days	11,036	18.4%	108
Viewed TV show (video-on-demand) in last 30 days	8,253	13.8%	107
Watched any pay-per-view TV in last 12 months	8,073	13.5%	103
Downloaded a movie over the Internet in last 30 days	4,314	7.2%	100
Downloaded any individual song in last 6 months	13,707	22.9%	112
Watched a movie online in the last 30 days	9,527	15.9%	100
Watched a TV program online in last 30 days	9,323	15.6%	104
Played a video/electronic game (console) in last 12 months	6,734	11.2%	108
Played a video/electronic game (portable) in last 12 months	3,003	5.0%	110
Financial (Adults)			
Have home mortgage (1st)	21,250	35.5%	114
Used ATM/cash machine in last 12 months	31,995	53.4%	109
Own any stock	4,793	8.0%	105
Own U.S. savings bond	3,111	5.2%	98
Own shares in mutual fund (stock)	4,630	7.7%	107
Own shares in mutual fund (bonds)	3,011	5.0%	103
Have interest checking account	18,722	31.3%	111
Have non-interest checking account	18,671	31.2%	110
Have savings account	35,352	59.0%	109
Have 401K retirement savings plan	9,983	16.7%	115
Own/used any credit/debit card in last 12 months	47,314	79.0%	106
Avg monthly credit card expenditures: <\$111	7,725	12.9%	111
Avg monthly credit card expenditures: \$111-\$225	4,062	6.8%	98
Avg monthly credit card expenditures: \$226-\$450	4,237	7.1%	112
Avg monthly credit card expenditures: \$451-\$700	3,405	5.7%	107
Avg monthly credit card expenditures: \$701-\$1,000	2,409	4.0%	93
Avg monthly credit card expenditures: \$1,001+	5,450	9.1%	100
Did banking online in last 12 months	24,677	41.2%	115
Did banking on mobile device in last 12 months	10,018	16.7%	119
Paid bills online in last 12 months	29,195	48.7%	113

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	22,114	71.2%	102
Used bread in last 6 months	29,417	94.7%	101
Used chicken (fresh or frozen) in last 6 months	21,784	70.2%	102
Used turkey (fresh or frozen) in last 6 months	5,206	16.8%	106
Used fish/seafood (fresh or frozen) in last 6 months	16,969	54.7%	100
Used fresh fruit/vegetables in last 6 months	26,988	86.9%	101
Used fresh milk in last 6 months	27,546	88.7%	101
Used organic food in last 6 months	5,781	18.6%	95
Health (Adults)			
Exercise at home 2+ times per week	18,193	30.4%	107
Exercise at club 2+ times per week	8,440	14.1%	108
Visited a doctor in last 12 months	46,730	78.0%	103
Used vitamin/dietary supplement in last 6 months	32,628	54.5%	103
Home (Households)			
Any home improvement in last 12 months	8,961	28.9%	108
Used housekeeper/maid/professional HH cleaning service in last 12	3,883	12.5%	95
Purchased low ticket HH furnishings in last 12 months	5,384	17.3%	108
Purchased big ticket HH furnishings in last 12 months	6,912	22.3%	106
Bought any small kitchen appliance in last 12 months	7,426	23.9%	108
Bought any large kitchen appliance in last 12 months	4,149	13.4%	105
Insurance (Adults/Households)			
Currently carry life insurance	27,806	46.4%	109
Carry medical/hospital/accident insurance	41,274	68.9%	105
Carry homeowner insurance	31,310	52.3%	111
Carry renter's insurance	5,738	9.6%	118
Have auto insurance: 1 vehicle in household covered	9,585	30.9%	100
Have auto insurance: 2 vehicles in household covered	9,377	30.2%	106
Have auto insurance: 3+ vehicles in household covered	7,515	24.2%	111
Pets (Households)			
Household owns any pet	17,562	56.6%	105
Household owns any cat	7,678	24.7%	110
Household owns any dog	13,054	42.0%	103
Psychographics (Adults)			
Buying American is important to me	26,213	43.8%	103
Usually buy items on credit rather than wait	6,680	11.2%	95
Usually buy based on quality - not price	10,473	17.5%	97
Price is usually more important than brand name	15,852	26.5%	101
Usually use coupons for brands I buy often	11,766	19.6%	104
Am interested in how to help the environment	8,840	14.8%	91
Usually pay more for environ safe product	7,273	12.1%	95
Usually value green products over convenience	5,556	9.3%	88
Likely to buy a brand that supports a charity	20,170	33.7%	96
Reading (Adults)			
Bought digital book in last 12 months	8,771	14.6%	111
Bought hardcover book in last 12 months	13,405	22.4%	107
Bought paperback book in last 12 month	19,949	33.3%	106
Read any daily newspaper (paper version)	15,347	25.6%	98
Read any digital newspaper in last 30 days	20,893	34.9%	105
Read any magazine (paper/electronic version) in last 6 months	55,299	92.3%	102

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Latitude: 39.08851
Longitude: -84.22155

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	47,298	79.0%	106
Went to family restaurant/steak house: 4+ times a month	18,069	30.2%	110
Went to fast food/drive-in restaurant in last 6 months	55,167	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	25,156	42.0%	106
Fast food/drive-in last 6 months: eat in	23,183	38.7%	106
Fast food/drive-in last 6 months: home delivery	5,075	8.5%	110
Fast food/drive-in last 6 months: take-out/drive-thru	30,977	51.7%	112
Fast food/drive-in last 6 months: take-out/walk-in	12,105	20.2%	104
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	20,268	33.8%	107
Own e-reader/tablet: iPad	9,352	15.6%	102
Own any portable MP3 player	20,024	33.4%	109
HH owns 1 TV	6,112	19.7%	96
HH owns 2 TVs	8,073	26.0%	100
HH owns 3 TVs	7,032	22.6%	106
HH owns 4+ TVs	6,120	19.7%	104
HH subscribes to cable TV	16,138	52.0%	105
HH subscribes to fiber optic	2,283	7.4%	97
HH has satellite dish	7,283	23.5%	92
HH owns DVD/Blu-ray player	19,703	63.5%	105
HH owns camcorder	4,603	14.8%	106
HH owns portable GPS navigation device	9,437	30.4%	111
HH purchased video game system in last 12 mos	2,307	7.4%	94
HH owns Internet video device for TV	2,193	7.1%	100
Travel (Adults)			
Domestic travel in last 12 months	32,226	53.8%	107
Took 3+ domestic non-business trips in last 12 months	7,072	11.8%	106
Spent on domestic vacations in last 12 months: <\$1,000	6,810	11.4%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,614	6.0%	103
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,172	3.6%	101
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,454	4.1%	105
Spent on domestic vacations in last 12 months: \$3,000+	3,598	6.0%	109
Domestic travel in the 12 months: used general travel website	3,900	6.5%	96
Foreign travel in last 3 years	14,202	23.7%	98
Took 3+ foreign trips by plane in last 3 years	2,355	3.9%	87
Spent on foreign vacations in last 12 months: <\$1,000	2,503	4.2%	100
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,786	3.0%	91
Spent on foreign vacations in last 12 months: \$3,000+	2,682	4.5%	90
Foreign travel in last 3 years: used general travel website	2,940	4.9%	88
Nights spent in hotel/motel in last 12 months: any	26,364	44.0%	108
Took cruise of more than one day in last 3 years	5,016	8.4%	100
Member of any frequent flyer program	10,053	16.8%	103
Member of any hotel rewards program	9,595	16.0%	113

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.